

2004 UFI Marketing Award Goes to International Fair - Plovdiv

Paris/Plovdiv – June 23, 2004 The Fourth UFI Marketing Trophy has been awarded to International Fair – Plovdiv, for its outstanding Press and Media Relations Programme related to the Vinaria Exhibition. The Bulgarian entry from International Fair – Plovdiv was selected for its clear problem definition and target objectives, effective solution proposals and successful results.

This annual UFI competition brings together entries from among the global association of the exhibition industry's members located in 72 countries. In 2004, entries submitted to the UFI Marketing Committee Jury were received from participants in countries as far ranging as Bogota and Kuala Lumpur, Doha and Helsinki.

The winning entry identified imprecise participation objectives as the key reason for decreasing participation among both exhibitors and visitors at their internationally renowned Vinaria Exhibition of Vine-Growing and Wine-Producing. Despite its international recognition as a leading exhibition in its sector, the exhibition begun in 1993, faced two recent year's of alarming decline in achieved goals among its participants. Both visitors and exhibitors showed a significant decrease in participation satisfaction. In order to increase awareness at all levels, a coordinated media campaign was implemented in the year preceding the 2004 event. The two primary objectives were to overcome the confusion about the purpose of event attendance by providing expertise and resources for trade visitors in preparing their visit and increasing the percentage of attendance by decision-makers, VIPs, and buying teams.

A concerted information and wine-tasting training programme for Bulgaria's media, aimed at both specialised and general press, encouraged the publication of detailed information about the Vinaria Exhibition programme and advice for trade visitors prior to their business visits.

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Combined with a campaign to inform target media audiences of Vinaria's position as one of the most prestigious forums in the international world of wine production and viticulture – the results were outstanding. Trade visitors to the 2004 Vinaria exhibition increased by 38% and exhibitors and visitors alike expressed a resounding 78% increase in their rate of participation satisfaction.

Recognising the importance on ongoing-relations and event promotion among all exhibition elements, and reflecting an increasing trend for continuous exhibition event services and promotion, International Fair – Plovdiv, is not content to wait until the next Vinaria to build upon these results. They have already held a number of meetings with wine specialists in France and Italy and strengthened their ties within the oenological media, as they move to solidify their reputation in the lead-up to the next Vinaria in 2005.

Maria Todorova, International Fair – Plovdiv's Corporate Communications Director, accepted the trophy from UFI President Ruud van Ingen and Berislav Cizmek, UFI Marketing Committee Chairman, at the recently held UFI Summer Seminar in Zagreb, Croatia. Ms Todorova expressed her organisation's appreciation for the award by stating that "recognition by UFI of our ongoing efforts at International Fair – Plovdiv, to improve the programmes we provide to our exhibitors and visitors alike is very important to us. We are delighted that, by winning this competition, UFI has allowed us to share our experience and solutions with our industry colleagues."



2004 UFI Marketing Award Presentation

From left to right:

Berislav Cizmek, UFI Marketing Committee Chairman,
Maria Todorova, International Fair - Plovdiv Director of Communications,
Ruud van Ingen, UFI President

UFI, the global association of the exhibition industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 256 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 72 countries in 155 cities on 5 continents. Members are responsible for the management and operation of over 4,000 exhibitions around the world.

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